



VOICE CALLS EXTENSION SERVICES:

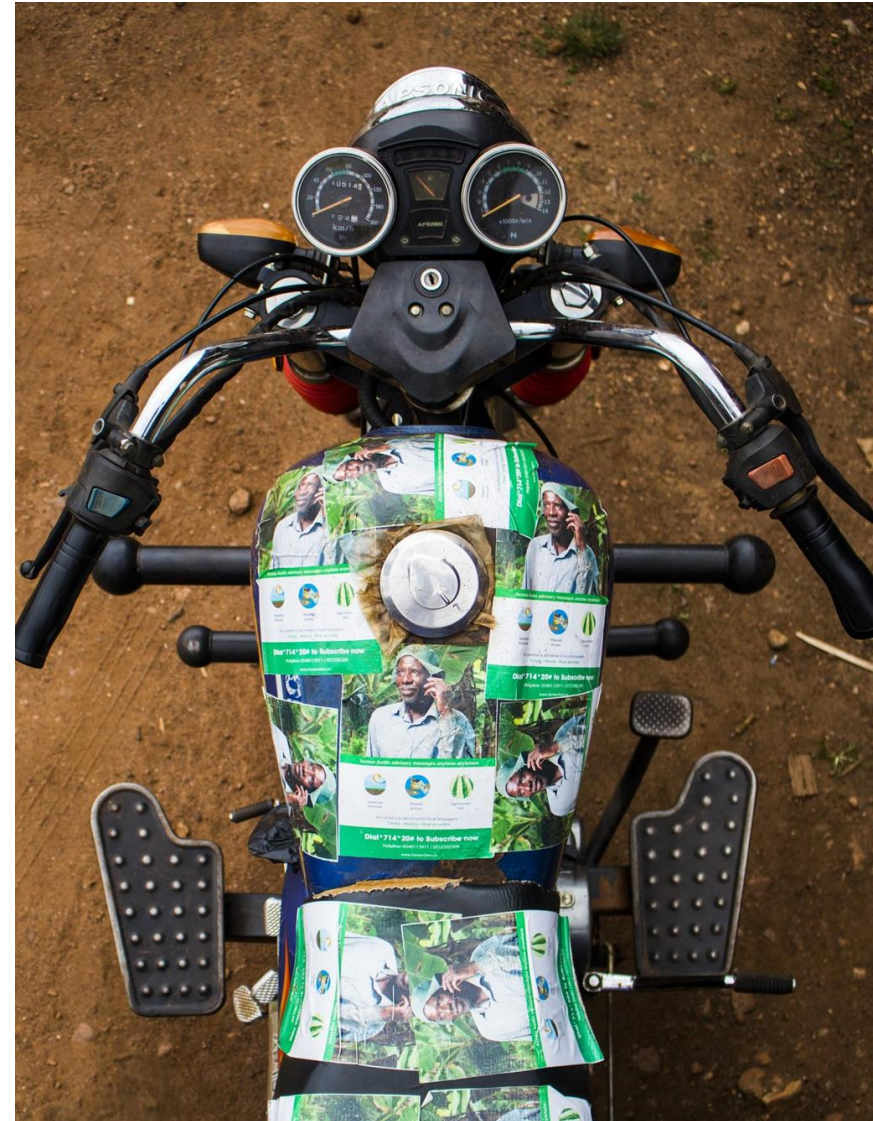
Farmers Willingness to pay





OUTLINE

- ❖ Our business model
- ❖ Insights from the field
- ❖ What farmers really want
- ❖ Lessons for scaling up
- ❖ Our impact





Farmerline



**Information & finance for
farmers**



**Data + Analytics for FMCG
companies & FB organizations**



WHO BENEFITS FROM FARMERLINE



SMALLHOLDERS

Increase productivity,
access to information
+ financial services &
input,
linkages to supply chain



AGRIBUSINESSES

data-driven farm
management; improved
distribution of inputs,
products + services;
linkages to smallholders



BUSINESSES, DEV'ORS + GOVTS

distribution of products +
services that enhance
livelihoods and increase
global food supply



Farm Management Tips



Climate Smart Advice



Mobile Savings & Credit

AUDIO MESSAGES
for small-scale farmers in
local languages.

Local Mobile
Network
Partners

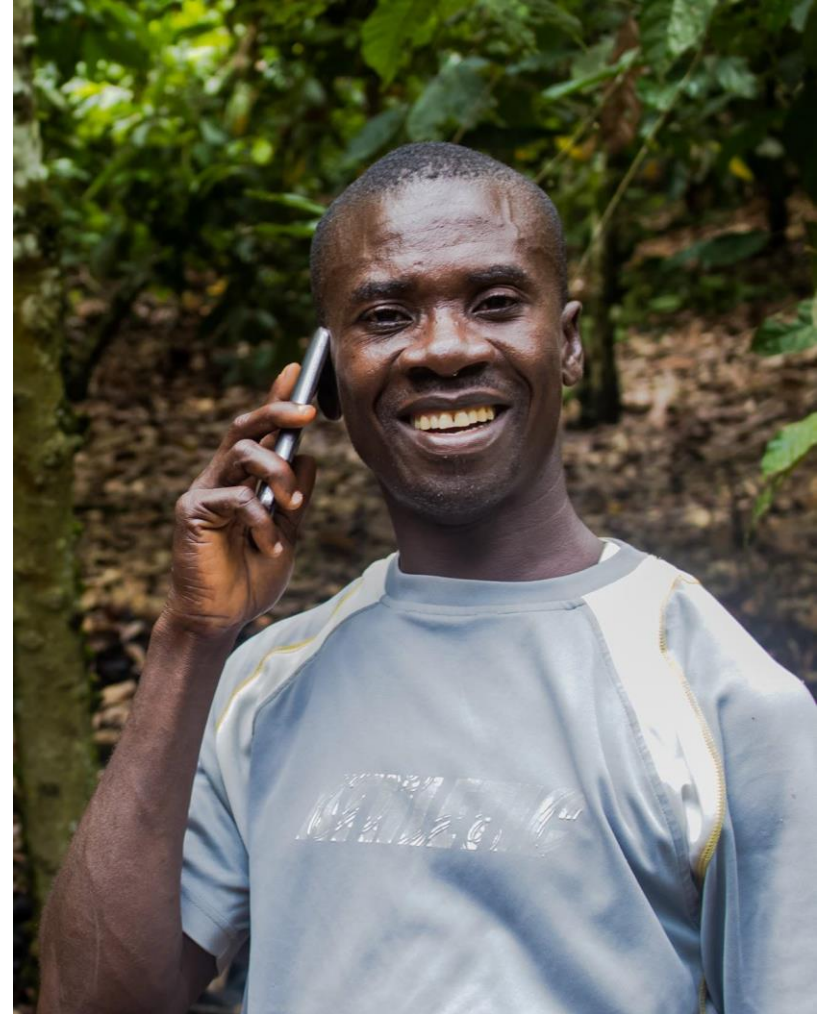


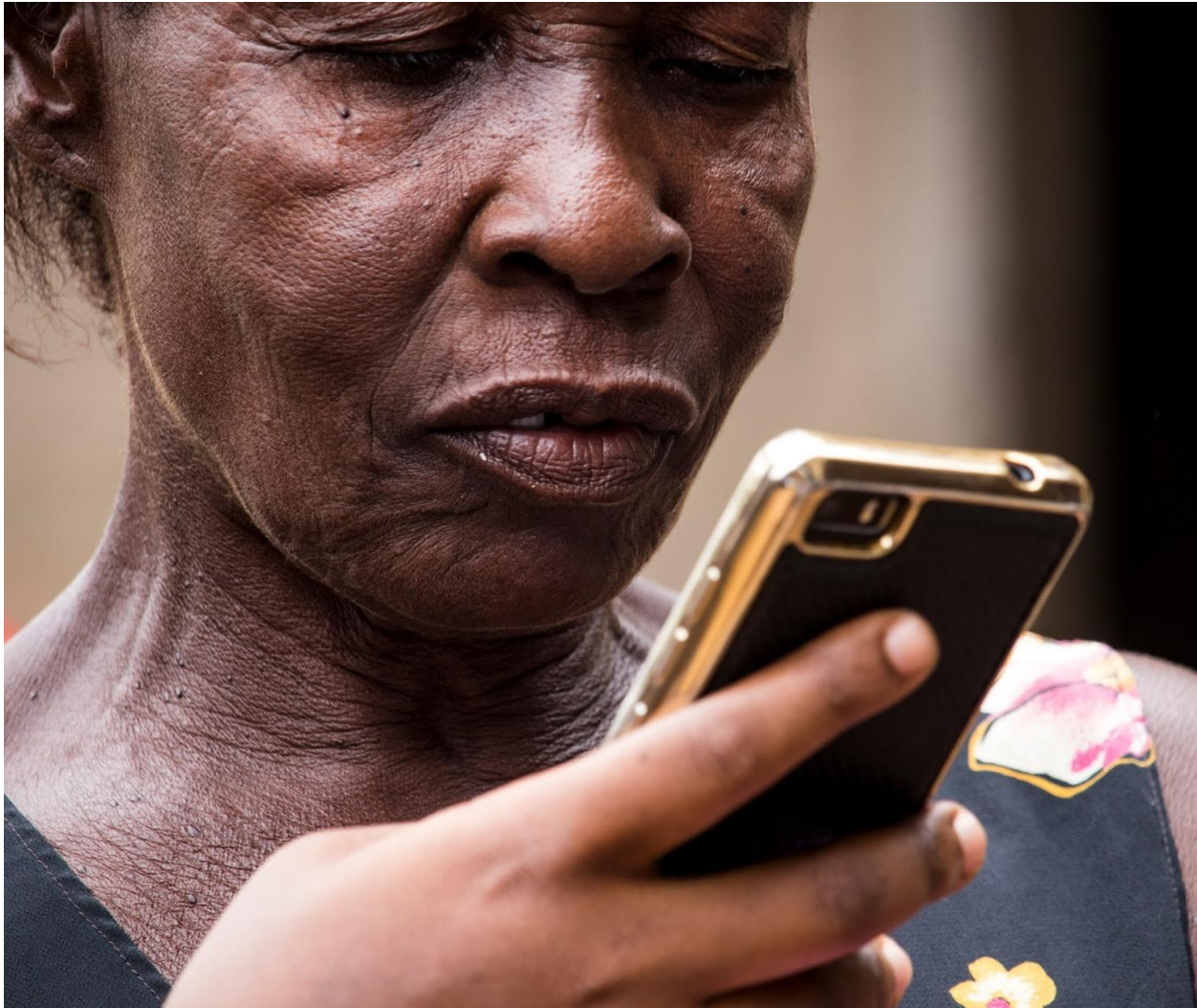
FARMER EDUCATION

Farmers have spent over **300,000 minutes** learning best practices on Mergdata.

CONTENT INCLUDES:

- Nature protection
- Proper storage
- Climate smart advice
- Certification guidelines



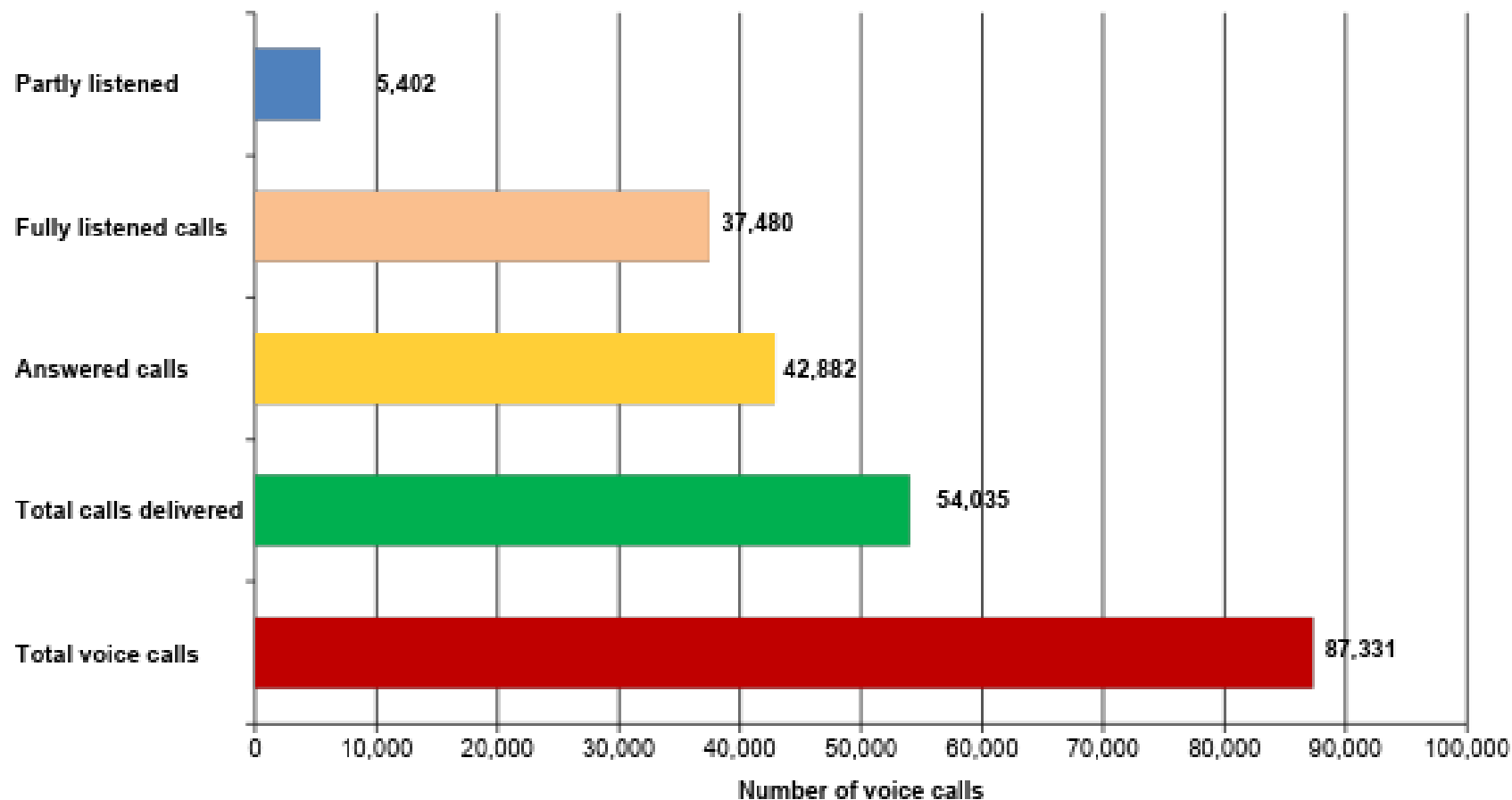


INSIGHTS FROM THE FIELD

Content Dissemination to Women Farmers – Northern Ghana

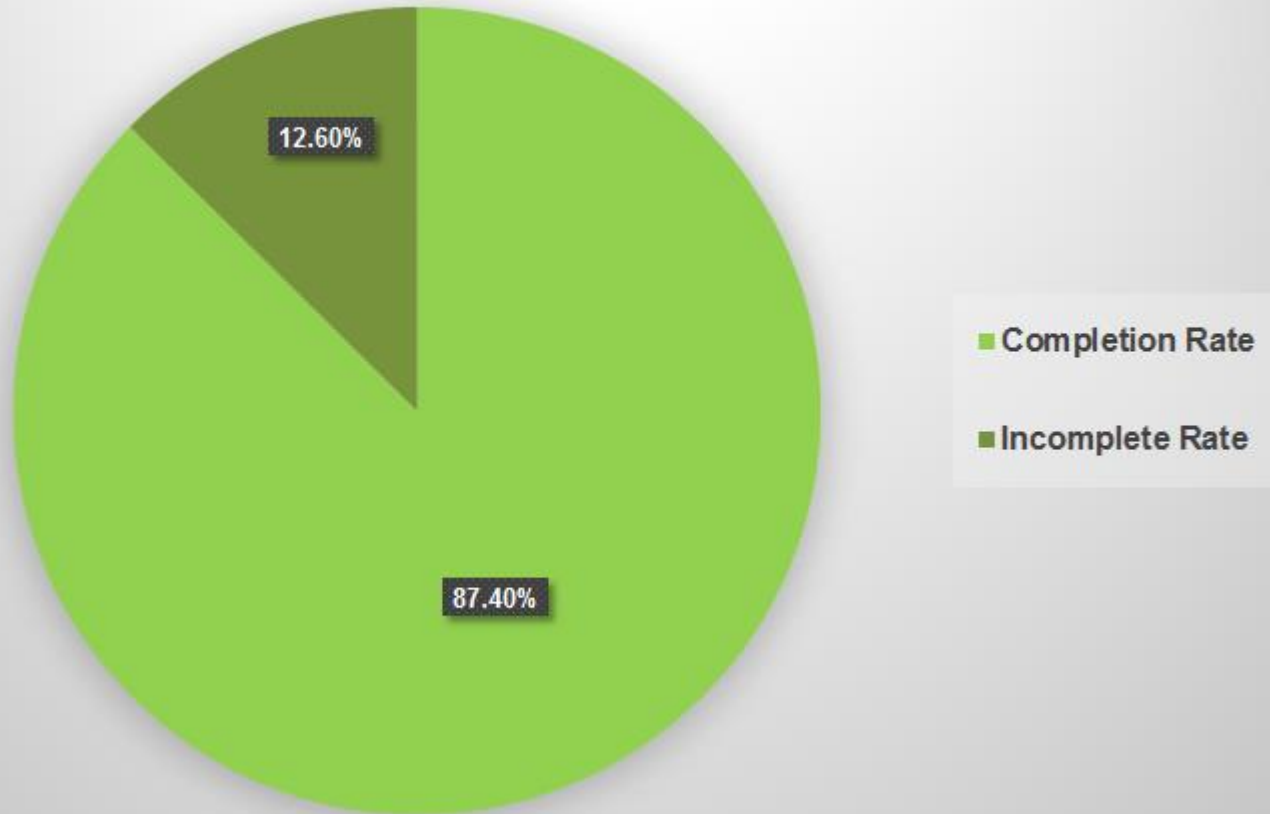


Agric & Nutrition Call Status



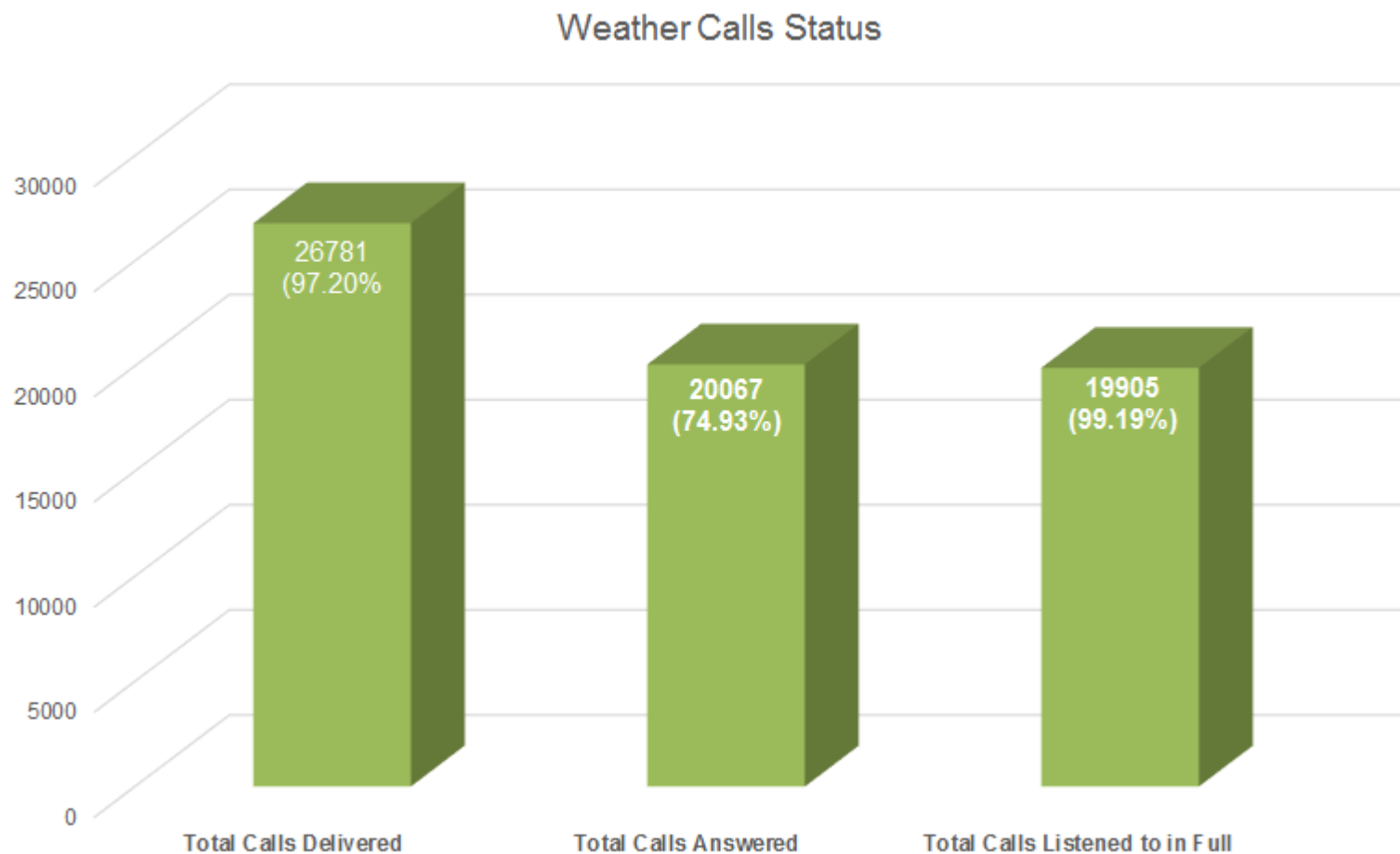


Call Completion Rate





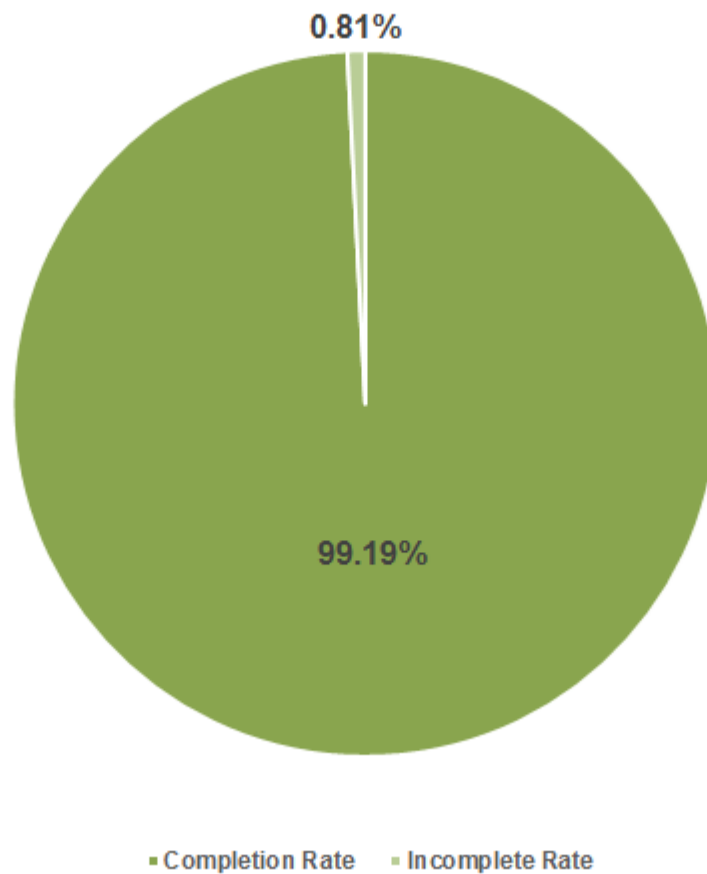
Weather Forecast to Women Farmers – Northern Ghana



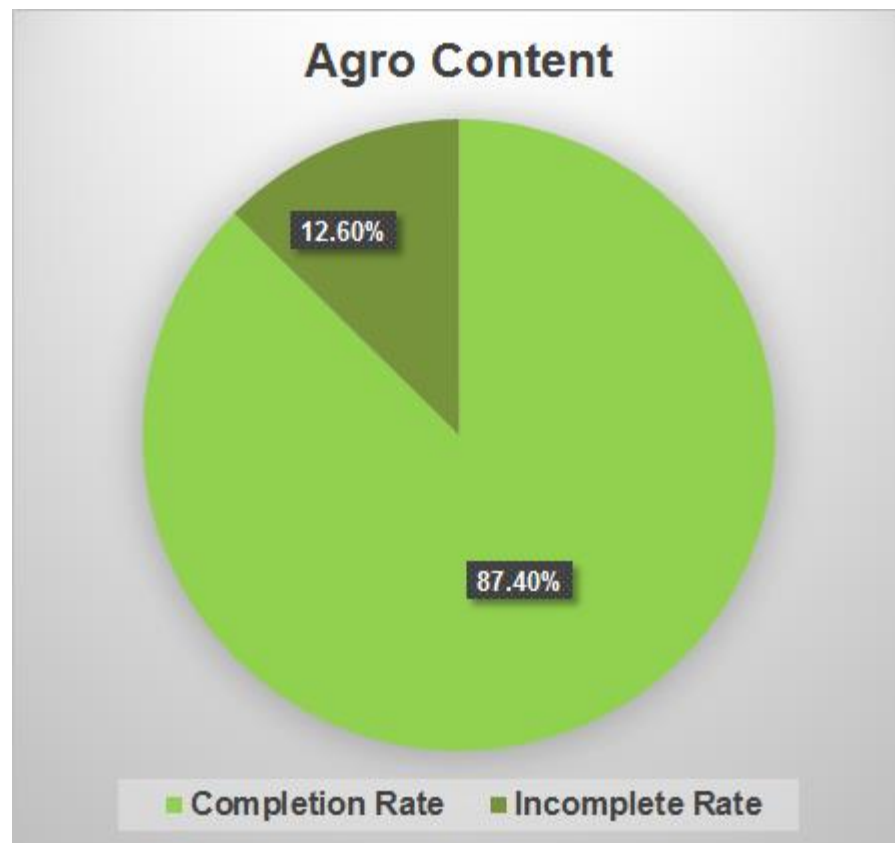
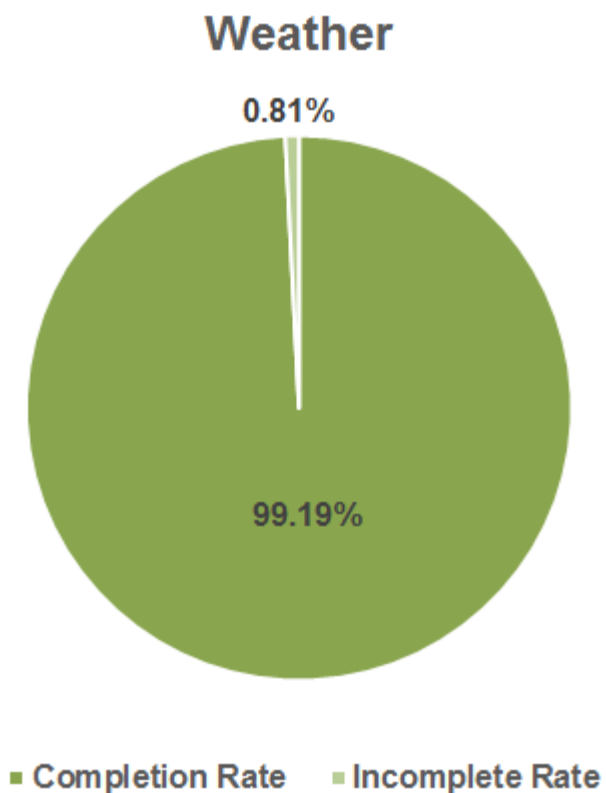
Weather Forecast to Women Farmers – Northern Ghana



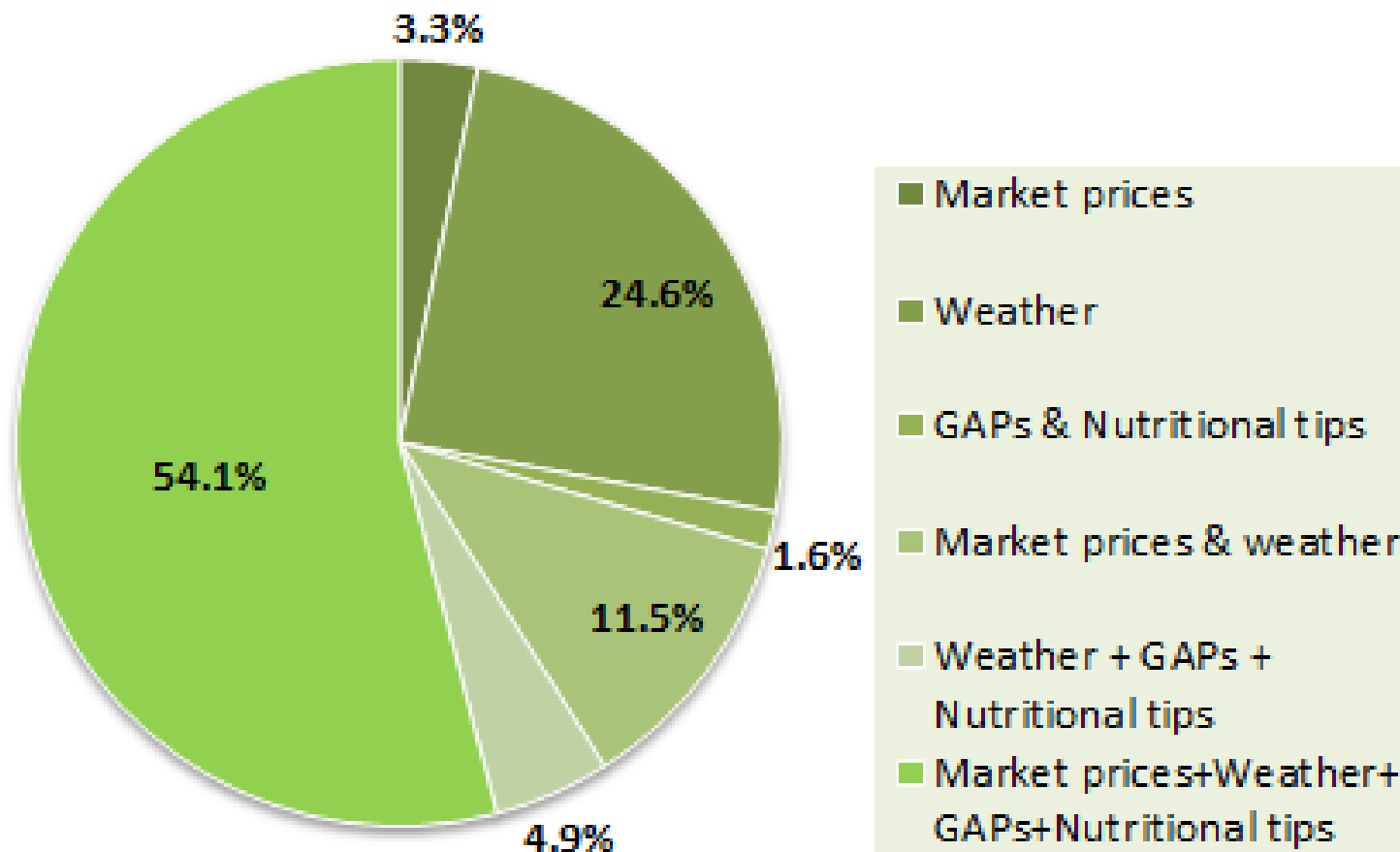
Call Completion Rate - Weather



Weather Forecast to Women Farmers – Northern Ghana



What Farmers are Willing to Pay for



Lessons Learned and How ICT Extension can Scale



- Information must be timely & relevant
- Tailored content and relatable delivery is a key factor for uptake of new techniques
- Content is impactful if provided with Ground support
- Market information on prices of commodities, inputs and consumer trends can improve farmers' livelihoods substantially and improve their negotiating positions

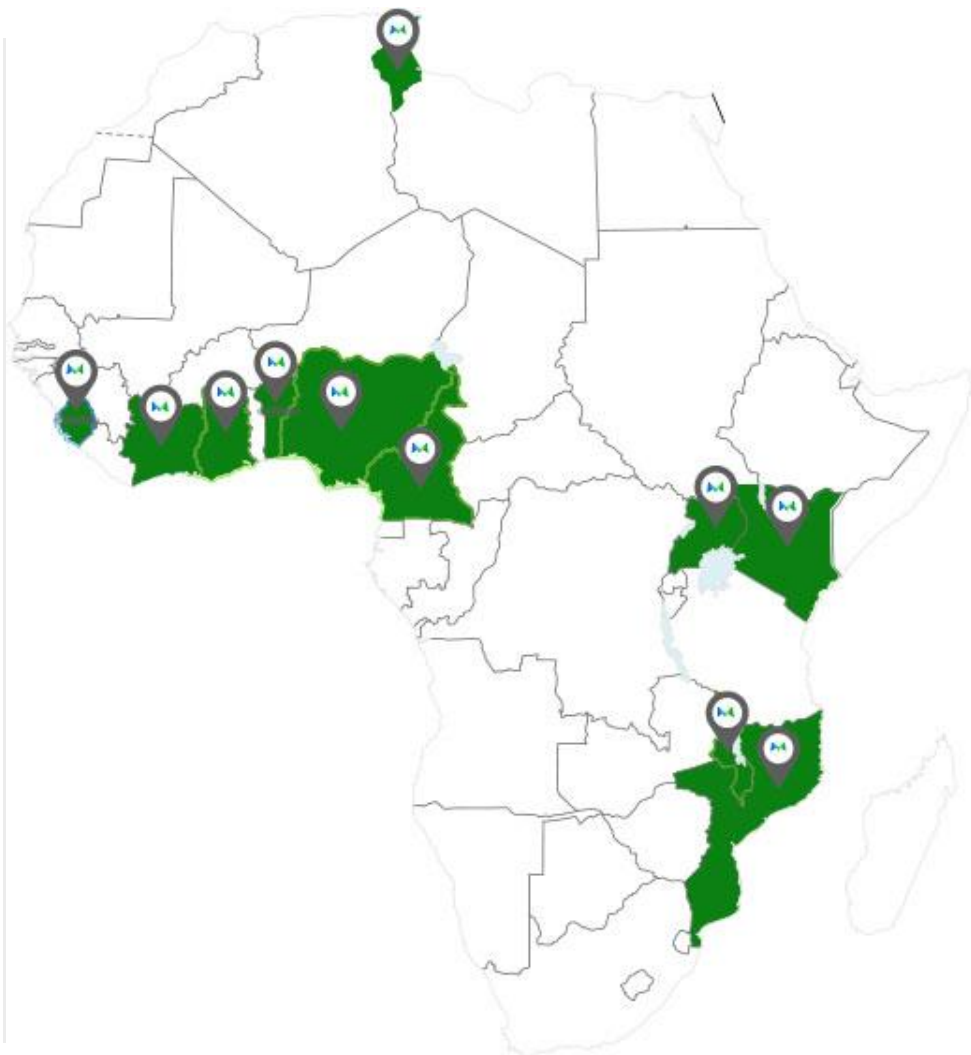


- Pricing should be within farmers' means
- Funding for extension services should not be heavily dependent on grants

IMPACT

Farmerline has reached over **200,000 farmers** in 11 African countries including Ghana, Sierra Leone, Cameroon, Nigeria, Malawi, Kenya, Uganda, Benin, and Cote d'Ivoire.

Farmerline aims to reach **1 million farmers by 2020.**



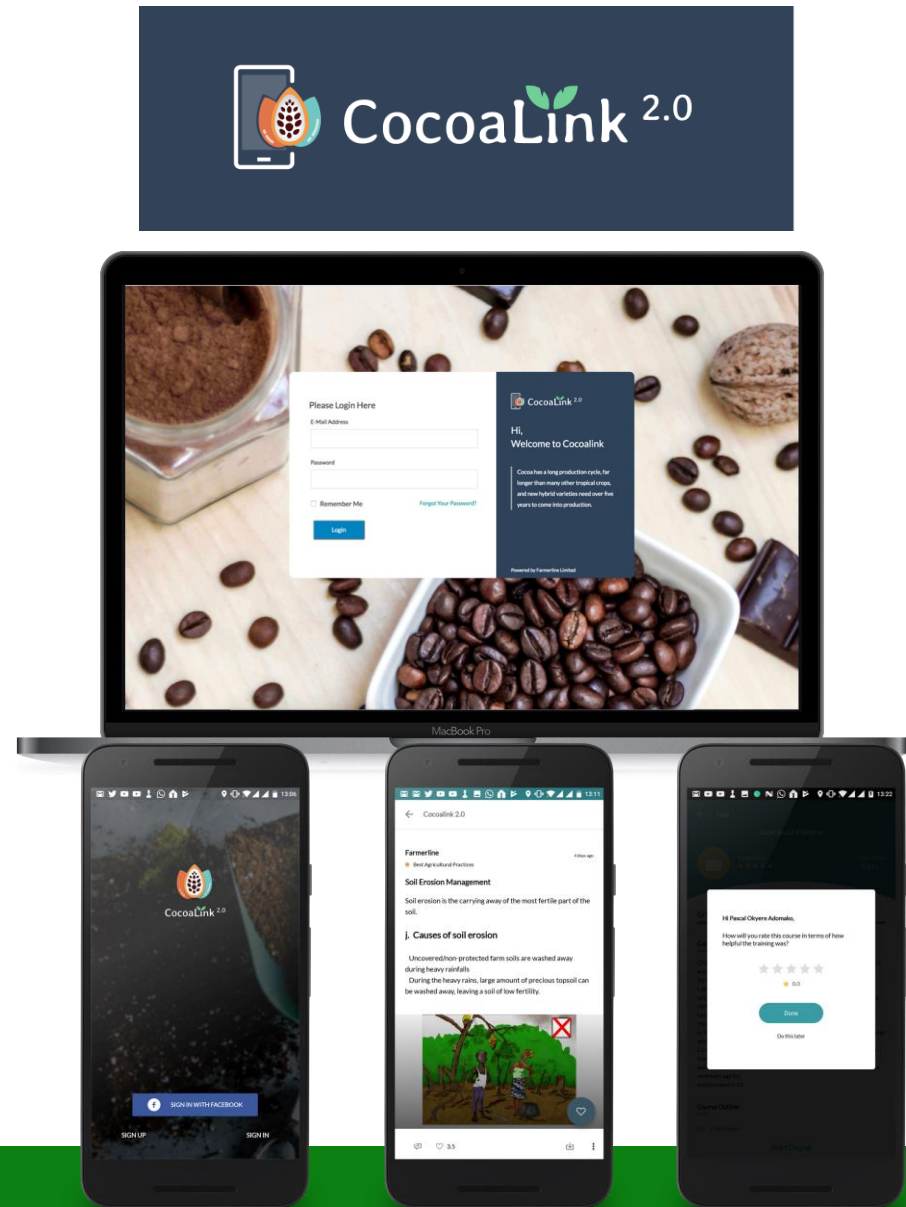
PARTNERS

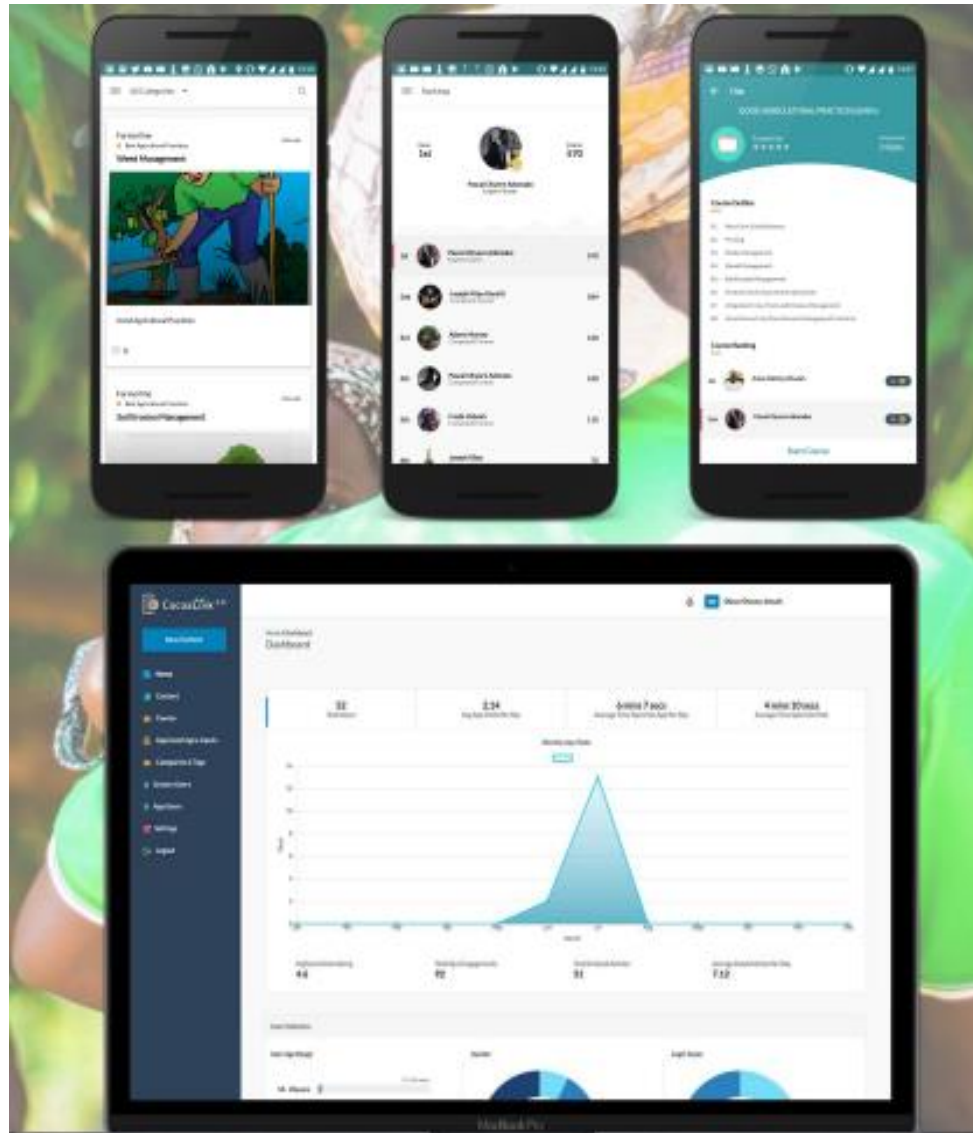




EXTENSION SUPPORT FOR YOUTH IN AGRICULTURE

An app for smartphone
empowered cocoa farmer to
access gamified agronomic
tips, market information and
inputs regardless of their age,
literacy or location





Nurturing young people's interest in agriculture through:

- access to sustainable farming knowledge on-the-go
- the chance to win real rewards by taking quizzes

Empowering agribusinesses to:

- digitise training resources for extension agents
- track user engagement to gain actionable insights



Thank you

amos@farmerline.org

farmerline.co // [@farmerline](https://twitter.com/farmerline)

